8/21/87 A3350-1

AHAM

NEWS RELEASE

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

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RECORD JULY

FOR MAJOR HOME APPLIANCES

CHICAGO -- The major appliance industry shipped over 4 million units in July for a fractional increase of 0.7% over the July 1986 level, reports the Association of Home Appliance Manufacturers (AHAM).

From January through July, 28.3 million appliances were shipped, 8.7% more than during the first seven months of last year -- the industry's best year.

If shipments for the remaining five months simply equal last year's 19 million units, the industry will surpass the latest forecast of 45.6 million units for 1987 by 1.7 million units and set a new annual record.

Fueling the drive to a new 1987 record are year-to-date shipment gains ranging from a fractional increase to increases as high as 24.5% for compactors, 31.0% for room air conditioners, and 33.0% for dehumidifiers. Only freezer shipments lagged behind last year's seven-month total.

Four products in particular -- microwave ovens (913,000 units), refrigerators (731,800 units), dryers (362,900 units) and disposers (342,900 units) -- contributed to the excellent monthly shipments by registering new July records.

The Association issued a statement concerning July's statistics. Comparison of July figures to one year earlier are skewed downward somewhat

(MORE)

because shipments during the first few days of the month were counted as June business activity by some companies. This deflated July's figures to an unknown degree.

On a consolidated basis, a comparison of June and July 1987 to the same months in 1986 shows a 9.0% increase.

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS, THOUSANDS OF UNITS

(Domestic Plus Export)

July, 1987

	JULY			CALENDAR YEAR TO DATE		
	1987	1986	% Change	1987	1986	% Change
ALL MAJOR APPLIANCES*	**4,012.4**	**3,986.3**	**0.7%**	**28,279.5**	**26,016.9**	**8.7%**
COOKING - TOTAL	**1,182.8**	**1,158.5**	**2.1%**	**8,451.6**	**8,346.8**	**1.3%**
ELECTRIC RANGES - TOTAL	286.0	282.9	1.1%	1,920.5	1,867.1	2.9%
Free Standing	233.0	231.4	0.7%	1,546.2	1,530.5	1.0%
Built-In	52.9	51.5	2.7%	374.3	336.6	11.2%
MICROWAVE OVENS/RANGES**	913.0	891.7	2.4%	6,630.4	6,586.3	0.7%
HOME LAUNDRY - TOTAL	**846.9**	**879.3**	**-3.7%**	**6,103.8**	**5,530.9**	**10.4%**
AUTOMATIC WASHERS	484.0	521.1	-7.1%	3,462.7	3,216.0	7.7%
DRYERS - TOTAL	362.9	358.2	1.3%	2,641.1	2,314.9	14.1%
Electric	281.1	280.9	0.1%	2,057.3	1,815.8	13.3%
Gas	81.8	77.3	5.8%	583.8	499.1	17.0%
KITCHEN CLEAN UP - TOTAL	**681.1**	**633.1**	**7.6%**	**5,041.6**	**4,677.2**	**7.8%**
DISPOSERS	342.9	296.3	15.7%	2,580.7	2,394.9	7.8%
DISHWASHERS - TOTAL	321.6	323.1	-0.5%	2,332.4	2,179.1	7.0%
Built-In	305.8	304.6	0.4%	2,193.6	2,046.6	7.2%
Portable	15.7	18.4	-14.7%	138.8	132.4	4.8%
COMPACTORS	16.6	13.7	21.2%	128.5	103.2	24.5%
FOOD PRESERVATION - TOTAL	**869.1**	**888.2**	**-2.2%**	**4,879.9**	**4,565.4**	**6.9%**
REFRIGERATORS	731.8	729.6	0.3%	4,132.3	3,814.7	8.3%
FREEZERS - TOTAL	137.2	158.6	-13.5%	747.6	750.7	-0.4%
Chest	73.7	84.8	-13.1%	415.6	406.2	2.3%
Upright	63.6	73.8	-13.8%	332.0	344.5	-3.6%
HOME COMFORT - TOTAL	**432.5**	**427.2**	**1.2%**	**3,802.6**	**2,896.6**	**31.3%**
ROOM AIR CONDITIONERS	350.5	361.4	-3.0%	3,180.3	2,428.6	31.0%
DEHUMIDIFIERS	82.0	65.8	24.6%	622.4	467.9	33.0%
GAS RANGES***	141.3	129.6	9.0%	1,163.4	1,074.1	8.3%

* Numbers do not add because of overlapping product categories.
** Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges.
*** Source: GAMA. Not included in cooking total or total shipments.